Live broadcasting technical specifications

No Product Advertising Permitted

The ESC offers industry partners the possibility to optimise their investment and extend the reach of their Satellite Symposia organised during the ESC Congress, by giving them the possibility to reach out to a live audience with a live stream of their session from the congress centre.

NOTE: industry live broadcasts will not be visible or hosted on www.escardio.org – Companies or their agencies are obliged to use the ESC Live-Broadcasting service and are not permitted to provide/create connexions of their own under any circomstances.

Example of screen in a Lecture room at the congress centre during the congress:

When applying for an Industry Sponsored Sessions Live-Broadcast service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be live-broadcasted.

The Live-Broadcast service applicant confirms that all Speakers/Chairpersons participating in the Industry Sponsored Session have fully agreed to provide the session organizer with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

The ESC will review Industry Sponsored Sessions live-broadcast content, which should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

INDUSTY OBLIGATIONS:

The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: congress@cyim.com

The stand alone webpage should be dedicated to the live broadcasting, must not contain any product advertising, and cannot be hosted on your corporate website.

The use of the Speaker Service Centre is mandatory

REQUIREMENTS FOR THE INDEPENDENT WEBPAGE:

An independent website or webpage, hosted by the industry or an organization, must be set up with an embedded player. The streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.

REQUIREMENTS FOR THE TECHNICAL TEST:

The industry and/or appointed agency is responsible for testing all the links provided by the ESC during the tests dates prior to the congress, and should inform the ESC of any issues which may occur during the test dates.

IMPORTANT: The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided, or omitted to provide the ESC with feedback after each test (on all devices).

The ESC does not provide analytical data regarding the connections: To analyse the quantity of viewers the industry should plan their own statistical analysis in the player and/or on the website.

Requests for extra test days will be charged as extra.

LIVE BROADCAST VIEWED FROM THE STAND ALONE WEBPAGE

In this player you will see the same screen as the screen visible in the Satellite Symposium lecture room: this includes slides and speaker at the lectern.

The URL in the example below is only an example.

Here is an example of a webpage on your computer screen:

Providing a background image is optional, if you do not provide one, the ESC Standard background will be visible

Standard ESC background with congress visual (example from ESC Congress 2016)

Standard background

An industry background image must be sent to satellite@escadrio.org early August 2017. The deadline will be provided to you by the Satellite Symposia contact person.
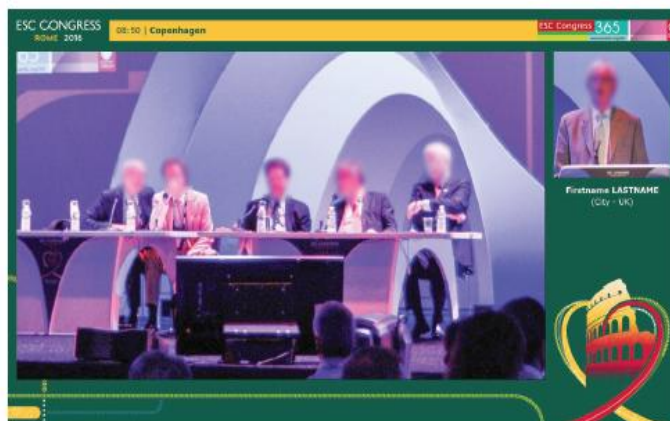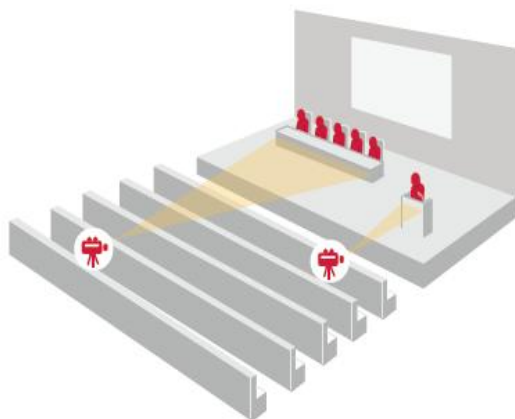
NOTE: Speaker Slides must be prepared in 16:9 format. It is compulsory to use the Speaker Service Centre (SSC) to upload slides if you intend to a live broadcast of your session.
If you do not use the Speaker Service Centre you cannot use this service, please email your ESC contact at sponsorship@escardio.org.
The ESC and the official supplier CYIM is not responsible for any issues if you do not comply with this technical specification document.

PANEL DISCUSSION:
The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to sponsorship@escardio.org before the **deadline: 30 June 2017**

Simultaneous view: Wide shot of chairpersons & speaker

After the congress, the ESC will provide video files for each presentation from the live broadcast in the timeliest manner. If you wish to acquire raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: **DEADLINE to order raw footage of the session: 30 JUNE 2017**

Timeline 2017

Before the Congress:

May:
-   Confirm the technical contact's details to sponsorship@escardio.org
-   Put into place all your tests for page views and data analytics if you plan to use these on your independent webpage.
-   Send your webpage URL, where the live-broadcast will be hosted, to sponsorship@escardio.org or contact congress@cyim.com to create your stand alone webpage with embedded video.
-   Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia, or Satellite Symposia -Experts On the Spot sessions) to sponsorship@escardio.org

June:
-   Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
-   Confirm your session(s) which have a panel discussion to sponsorship@escardio.org
-   Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to sponsorship@escardio.org

July:
-   Be available for all the Live broadcasting tests
-   Test all the links provided by the ESC, these links are to ensure visibility on webpages, smartphones and other devices. Please provide feedback to ESC during the allotted test period for all of the devices to ensure they are all working properly. This is mandatory.
-   The test links you receive are to test bandwidth, synchronisation, data analytics (for example player statistics) etc... These links are not the final links; they will need to be replaced in your webpages by the final links supplied a day or two before the beginning of the congress.
    NOTE: Load tests to diagnose performance levels cannot be made at this stage, if required please inform us, this will be charged as extra.
-   You must book a rehearsal slot during the ESC Congress to make Live-broadcast tests with the final link by contacting satellite@escardio.org .

August:
-   The industry partner can provide a customised background image per Satellite Symposium to satellite@escardio.org. For a Satellite Symposium session (example n° 201) this image is visible on the screen in the room (for session 201) and in the player on your independent website (for session 201). Kindly note that technically, it can only be **one background image per Session**. In any other case the ESC Congress background image will be used by default.

During the Congress:

August:
-   The final links will be provided onsite for your rehearsal and industry sponsored session, you are responsible for testing all links to ensure smooth running of the live-broadcast of your session(s).
-   At the end of your session rehearsal you must confirm by email you have tested all links for all devices to sponsorship@escardio.org
-   Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory
-   Before your session there is a 5 minute holding page with the congress visual.
-   Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
-   A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via box.com during the week following the congress (early September).
No raw footage will be available unless ordered before the deadline of 30 June.

Format H264 over mp4 with 2 frame size:
- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:
-   This document must be communicated to your agencies (if applicable)
-   The webpage for the live broadcast cannot be on a commercial or the corporate website.
-   Extra services requested to CYIM will be invoiced to you directly.
-   All links provide to you must be tested and feedback provided to the ESC
-   Panel discussions must be confirmed to ensure proper filming
-   Mandatory use of the SSC at all times
-   Slides must be uploaded at least 3 hours before the session starts